

## WHAT IS CLAIMED IS:

## 1. A character display apparatus, comprising:

a display device having a plurality of pixels; and

a control section for controlling the display device,

wherein each of the plurality of pixels includes a plurality of sub-pixels arranged along a predetermined direction, one of a plurality of color elements being pre-assigned to each of the plurality of sub-pixels;

the control section:

acquires a first bit map which represents a basic portion of a character,

performs predetermined conversion of the first bit map so as to generate a second bit map which represents a basic portion of an italic character, and

sets the intensity of a color element of at least one specific sub-pixel corresponding to the basic portion of the italic character to a predetermined value based on the second bit map so as to display the italic character on the display device;

dots which form the first bit map correspond to the plurality of sub-pixels in a one-to-one manner; and

dots which form the second bit map correspond to

the plurality of sub-pixels in a one-to-one manner.

2. A character display apparatus according to claim 1, wherein:

the intensity of each of the plurality of color elements is represented by a plurality of color element levels in a stepwise fashion;

each of the plurality of sub-pixels has one of the plurality of color element levels;

the control section sets a color element level of the at least one specific sub-pixel corresponding to the basic portion of the italic character to a predetermined color element level; and

the control section sets a color element level of at least one sub-pixel adjacent to the at least one specific sub-pixel corresponding to the basic portion of the italic character to a color element level different from the predetermined color element level.

3. A character display apparatus according to claim 1, wherein the second bit map is generated from the first bit map by shifting each dot forming the first bit map by a shift amount which is in proportion to a distance from a reference line running along the predetermined

direction set in the first bit map to a dot.

4. A character display apparatus according to claim 3, wherein the shift amount for each dot forming the first bit map is determined such that the shift amount is increased by 1 dot every time the distance from the reference line to a dot is increased by 1 dot.

5. A character display method for displaying a character on a display device having a plurality of pixels wherein each of the plurality of pixels includes a plurality of sub-pixels arranged along a predetermined direction, and one of a plurality of color elements is pre-assigned to each of the plurality of sub-pixels, the character display method comprising steps of:

acquiring a first bit map which represents a basic portion of a character;

performing predetermined conversion on the first bit map so as to generate a second bit map which represents a basic portion of an italic character; and

setting the intensity of a color element of at least one specific sub-pixel corresponding to the basic portion of the italic character to a predetermined value based on the second bit map so as to display the italic

character on the display device,

wherein dots which form the first bit map correspond to the plurality of sub-pixels in a one-to-one manner, and

dots which form the second bit map correspond to the plurality of sub-pixels in a one-to-one manner.

6. A recording medium which can be read by an information display apparatus including a display device having a plurality of pixels and a control section for controlling the display device wherein each of the plurality of pixels includes a plurality of sub-pixels arranged along a predetermined direction, and one of a plurality of color elements is pre-assigned to each of the plurality of sub-pixels, the recording medium storing a program which allows the control section to execute a process including steps of:

acquiring a first bit map which represents a basic portion of a character;

performing predetermined conversion on the first bit map so as to generate a second bit map which represents a basic portion of an italic character; and

setting the intensity of a color element of at least one specific sub-pixel corresponding to the basic

portion of the italic character to a predetermined value based on the second bit map so as to display the italic character on the display device,

wherein dots which form the first bit map correspond to the plurality of sub-pixels in a one-to-one manner, and

dots which form the second bit map correspond to the plurality of sub-pixels in a one-to-one manner.

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